

20-X-7-.10. Beer Tastings.

Beer tastings may be permitted subject to the following terms and conditions:

(a) Beer tastings are restricted to the following licensed premises:

1. On premises beer.
2. Off premises beer.
- ~~2-3.~~ Lounge retail liquor, Class I.
- ~~3~~ 4. Restaurant retail liquor.
- 4 5. Club liquor, Class I and II.
- ~~5~~ 6. Wholesale beer.
- ~~6~~ 7. Special events retail.
- ~~7~~ 8. Special retail.

(b) All participants in any tastings shall be of legal drinking age.

(c) Beer tastings shall be of a structured nature and not exceed a period of 2 ½ continuous hours.

(d) All beer shall be dispensed from original containers prepared by the manufacturer with labels visible to the consumer. Individual samples furnished to a consumer shall contain no more than two ounces of the beer.

(e) Beer tastings may be conducted by beer manufacturers or wholesalers on any of the licensed premises referred to in (1)(a) above. The manufacturer or wholesaler shall be permitted to conduct beer tastings utilizing its own personnel, with the assistance from retail personnel if desired. At all tastings, the manufacturer, wholesale or retail licensee shall provide for purposes of the promotion, a person with a sufficient knowledge of the product(s) involved to conduct said tastings.

(f) Beer tastings shall be limited to products which have not been available, or have not been widely distributed, within the State of Alabama for a period of more than one (1) year immediately preceding the date of the beer tasting.

(g) All cost of a beer tasting, including the cost of the beer, shall be borne by the licensee on whose premises the beer tasting is held.

AUTHOR:

ABC Board

STATUTORY AUTHORITY:

Code of Ala. 1975, §28-3-49.

HISTORY:

New Rule: Filed January 15, 1999; effective February 19, 1999